



COCHISE COUNTY TOURISM COUNCIL

February 24, 2016

9:00 AM

Double R Guest Ranch

Pearce, AZ

AGENDA

Roll Call:

Call to Public:

Minutes: January, 2015

Treasurer's Report:

Committee Reports

PR Committee Report
Budget Committee Report.
Film Committee Report
Web Site Report

Discussion/ Action: Items that the Cochise County Tourism Council will discuss or take action on

1. Elect a Secretary to finish the existing term left vacant by the departure of Patricia Ortiz from the City of Douglas.
2. Discussion and possible action to have the Chiricahua National Monument designated as a National Park
3. Discussion and action to approve "Internal Marketing" efforts or to approve articles to local publications on actions the CCTC has taken to increase tourism in Cochise County
4. Review of advertisement placement schedule and the assignment of CCTC members to help create advertising products or advertising.
5. To approve or disapprove budget expenditures to send a representative on the Mexico Trade Mission with the Arizona Office of Tourism. Budget expenditure of: \$1,500 plus materials with shipping and per diem rate for an expenditure of \$4,000
6. To approve or disapprove to send a representative to France and or Germany with the Arizona Office of Tourism and a Budget expenditure of: \$2,500 per event plus shipping of materials and per diem rate for an expenditure of \$6,000 per event.
7. Discussion and action of Tucson Market and late Spring and Summer marketing outreach by the CCTC

Community Announcements: Benson – Bisbee – County – Cochise College – Douglas – SEAGO
–Sierra Vista – Tombstone - Willcox

Next Meeting Location/Date: March 23, 2016 Sierra Vista, AZ

NOTICE: The Cochise County Tourism Council, CCTC, operates by an *Intergovernmental Agreement* which is a contract between governments. The Cochise County Tourism Council is required to operate under open meeting laws that govern Arizona's Public Bodies and how they have meetings. The CCTC is officially a *Destination Marketing Organization*.